HandsOn®
The Newsletter of the American Massage Therapy Association
January/February 2003

AmSAT Approved As New Federation Member

Another member has entered the ranks of the Federation of Therapeutic Massage, Bodywork and Somatic Practice Organizations. At its November 2002 meeting, the federation approved the addition of its eighth nonprofit member, American Society for the Alexander Technique (AmSAT).

AMTA was one of the federation's five founding organizations in 1991. In the past 11 years, the federation has continued to grow and further its mission of facilitating communication and cooperation among the groups.

The federation approaches its efforts using the shared values of professionalism, ethics, mutual support, right to practice, commitment to service, integration and global perspective.

Those values guide the federation in several key areas.

AMTA has agreed to use each federation member's education requirements as criteria for *AMTA's Find a Massage Therapist®* national locator service.

Do You Practice Any Of The Following Modalities?

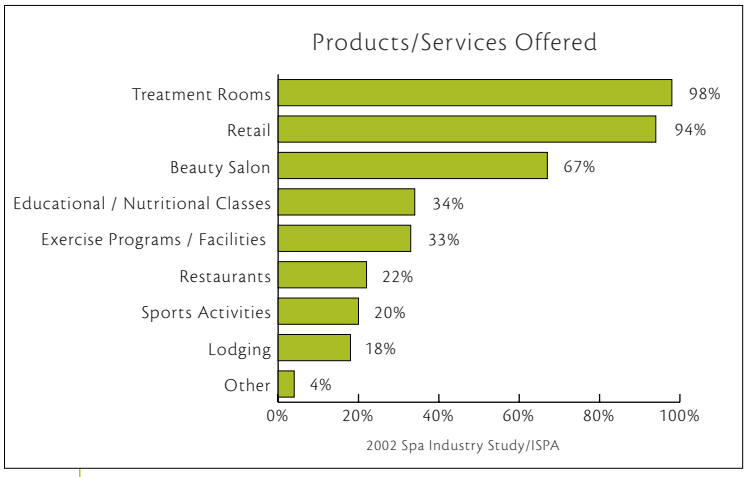
Those AMTA members who currently indicate they practice Feldenkrais®, Rolfing® or Trager® will soon be receiving a letter from those organizations, notifying you that the right to represent yourself as one of those practitioners must be granted by them. This is in keeping with the federation's work to educate practitioners on how to accurately represent their credentials and expertise.

Questions about the use of these registered marks can be directed to the owners:

- Feldenkrais Guild® of North America: 800-775-2118, *info@feldenkraisguild.com;*
- The Rolf Institute® of Structural Integration: 800-530-8875, *info@rolf.org;*
- U.S. Trager® Association: 216-896-9383, *admin@trager-us.org.*

New Study Shows Value Of Massage To Spa Business

Massage therapists should be encouraged by results of the recently released *2002 Spa Industry Study*, which was conducted and prepared by PricewaterhouseCoopers, and commissioned by the International Spa Association (ISPA).



As the chart above shows, nearly all spas provided treatment rooms, in which massage was the No. 1 service provided.

According to the report, which compiled the input of 820 spa owners and managers, approximately 96 percent of all spas surveyed offer massage. (More than 98 percent of all spas offer treatment rooms, and of those, 98 percent offer massage.) The second-highest-rated service offered in treatment rooms is facials (95 percent), followed by wet treatments (78 percent).

Besides treatment rooms, the other products/services most often offered at spas included retail goods (94 percent), and a beauty salon (67 percent). Other services are shown in the chart above.

Among other interesting facts that the survey revealed were:

- 48 percent of all treatment-room space is dedicated to massage, among spas that offer massage;
- Nearly five rooms per spa are dedicated to massage;
- Massage is responsible for 49 percent of all treatment-room revenue, among those businesses that offer it; and
- 93 percent of spas employ at least one massage therapist.

In addition to the massage-specific information outlined, the survey also revealed many interesting trends about the overall spa industry. These included:

- The number of spas has grown from 5,689 in 2000 to 9,632 in 2002—a growth of nearly 60 percent;
- The total number of employees in the spa industry increased 87 percent in the last two years; and
- Despite a weak economy, the number of spa visits continues to grow rapidly, increasing by 71 percent between 1999 and 2001.

All the statistics support one fact—that massage and spas are likely to remain interlinked in the future. "The spa industry has grown tremendously in the last two years, and massage has certainly fueled that growth," says ISPA Executive Director Lynne Walker McNees. "The classic massage is the No. 1 requested treatment for men and women."

News Flash! Illinois Has Become the 31st State to Regulate the Practice of Massage Therapy. *(See Page 8.)*

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January/February 2003

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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President's Letter

Getting Started On A New Year

The 2002 AMTA National Convention in Portland, Oregon, was great! And Portland cooperated by having rain for us, even on the day of the Welcome Reception, appropriately titled "Singing in the Rain."

I look forward to our convention every year, but this year was a little more exciting for me, because at the end of convention I officially became president of AMTA. I assume the position with humility, honor and a sense of humor. (Humor is a must to survive in this world of ours.) I look forward to working with the 2002-2003 AMTA Board of Directors. We do have our work cut out for us.

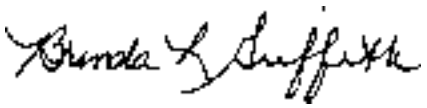
As I write this, board members and committee chairs are preparing for national leadership orientation in Evanston, Illinois, where we will be continuing our work in the area of strategic thinking, strategic principles, visioning, identifying our core values and defining success for both the board and the association.

Board members were given the extremely important and time-consuming task of evaluating the programs, products and services that AMTA provides for its members and the profession. The results will be used by the Finance Committee when bringing its budget recommendations to the board in February, and by the board during its deliberation and approval of the fiscal year 03/04 budgets. We must always use the dollars we have in the most *effective* and *productive* way.

In July, the first Chapter Volunteer Orientation Program will be held in Evanston. This orientation will help chapter officers to better understand AMTA policies and procedures. It will help chapter officers to be more effective leaders by providing more comprehensive and consistent information on how best to serve members.

I urge all unit, state and national officers to think of themselves as ambassadors of AMTA. We are the first point of contact for recruitment and retention for this association. It is our responsibility to assist potential members in understanding the value of an AMTA membership and AMTA's charter, as a 501(c)(6), to advance the profession.

AMTA has been the leader in the massage therapy profession for 60 years. Let's continue to be so!



Brenda L. Griffith
AMTA President

Two participants converse in the "Integrating Massage into Hospice" session.

Everything Came Up Roses At AMTA Portland Convention

Even though there was no Broadway-style outburst of the hit "Everything's Coming Up Roses" from the musical *Gypsy*, the blooming number of attendees at the 2002 AMTA National Convention in "The City of Roses"—Portland, Oregon—made it memorable.

The Portland Convention in early October drew an impressive 802 participants; in addition, the Exhibits Marketplace completely sold out with 123 booth and table advertisers—the first time such a high number has been achieved.

"The number of attendees and exhibitors in Portland was wonderful," says AMTA President Brenda L. Griffith (VA). "The natural beauty of Oregon's rivers and mountains made it the perfect place to relax, meet with fellow massage therapists and learn from some of the best educators in the business."

The first full day was highlighted by the annual AMTA business meeting, and a look at the past year and a peek into the future of the association from then AMTA President Carolyn Talley Porter (SC) and AMTA Executive Director Elizabeth Lucas. Other major events that day included the national election results; the 2002 awards ceremony; and the keynote address by Dan Millman, who talked about "The Power of Hands-On Healing," and even demonstrated his handstand skills!

A special award was presented at the business meeting from AMTA to the Commission on Massage Therapy Accreditation (COMTA) for its gaining recognition by the United States Department of Education.

Always a favorite part of the convention, the education sessions achieved strong attendance. One of the most popular classes this year was "Evaluation & Treatment of Nerve Injuries" with Whitney Lowe (OR). Participants in this class explored adverse neutral tension, how to evaluate it and ways to help treat it.

Robyn Wilson and Dan Barrow show off their dancing skills during the "Evening of Enchantment."

This year's impressive list of educators also included Leon Chaitow, Erik Dalton (OK), Roy Desjarlais (FL), David Kent (FL), Gayle MacDonald (OR), Jon Schreiber, Tracy Walton (MA) and Ruth Werner (UT).

Additional convention successes included the AMTA Foundation poster presentation, the post-convention workshop with Chaitow, and the "Singing in the Rain" and "Evening of Enchantment" social events.

You won't want to miss out on next year's convention in Richmond, Virginia, as AMTA celebrates its 60th anniversary. So mark your calendars for October 22-26, and start planning today. It's only 10 months away!

Erik Dalton shows attendees receptor techniques for difficult necks.

Griffith Rises To AMTA President Position

At the close of AMTA's 2002 National Convention in Portland, Oregon (October 2-6), Brenda L. Griffith (VA) was installed as president, and Laurel J. Freeman (FL) was sworn in as president-elect, while former President Carolyn Talley Porter (SC) succeeded to immediate past president.

Brenda L. Griffith

Earlier in the convention, the 2002 election results were announced by Jean E. Middleswarth (NC), 2002 commissioner of elections. Kathleen A. Miller-Read (WA) was the newly elected vice president and joins Vice Presidents Jeanne B. Girard (CO) and Denise M. Logsdon (KY). William J. Greenberg (CT), William Ron McKnight (CT) [elected by the board to fill Freeman's remaining year as a member-at-large], Charna Rosenholtz (CO) and Diane M. Sater (OH) are the newly elected members-at-large; Terry Hirth Caldwell (MI) was reelected as a member-at-large. They join Members-at-Large Mary Beth Braun (IN), Randa Cherry (IA) and Cynthia Ribeiro (CA).

Retiring from the board were Debra Brooks (IA), Steven C. Olson (ND), Rich Rieger (VA), Christopher Sovereign (NM) and Robyn W. Wilson (FL).

During her term as president, Griffith says she hopes to "assist the board in becoming the driving force behind the visioning and strategic planning of AMTA's future."

A total of 3,293 ballots were received from 12.2 percent of AMTA's Professional-classification members. [Election packets were mailed in August 2002 to the then more than 27,000 eligible members.]

See Page 10 for more information about becoming a national volunteer for AMTA.

Steve Olson, who retired from the board, shares a moment in the spotlight with Carolyn Talley Porter.

AMTA Board Charts Course For Future

Strategic thinking led to an imminent path at the October AMTA Board of Directors meeting in Portland, Oregon. The board and other attendees drafted a vision statement and core values for AMTA. The board will work over the next few months to finalize the concepts. More than 40 chapter representatives and AMTA staff joined the board in developing the ideas.

The following initiatives to support AMTA's strategic direction were approved by the board:

- A development process to give AMTA a method to allocate development resources amongst the best new ideas. This will mean better use of resources and board time.
- The national Government Relations Committee was directed to research the current status of portability between states, the impact this has on AMTA members and potential models of portability language.
- AMTA's Massage Emergency Response Team™ program was approved to be revised so its operating structure, training materials and delivery system will work more efficiently and effectively for those involved.
- Chapters are committed to preparing newsletters for members as part of a continual effort to enhance members' experience at the chapter level.

The board gives special thanks to the AMTA-Oregon Chapter for welcoming AMTA members at the 2002 National Convention!

The 2002-2003 AMTA Board of Directors (from left to right): Laurel J. Freeman, Carolyn Talley Porter, Denise M. Logsdon, Jeanne B. Girard, Cynthia Ribeiro, Kathleen A. Miller-Read, William J. Greenberg, Diane M. Sater, Charna Rosenholtz, Mary Beth Braun and Brenda L. Griffith. Not pictured: William Ron McKnight.

2002 Chapter Meritorious Awards

Alabama	*Denise P. Walker*
Arizona	*Tee Wills*
California	*Chris Voltarel*
Colorado	*Sharon Scully Williams*
Connecticut	*Shirley Cooper*
District of Columbia	*Angelique Champena Bella*
Florida	*Maria G. Turk*
Georgia	*Jane H. Johnson*
Idaho	*Berneta J. Heideman*
Illinois	*Dennis Hill*
Indiana	*Rita Taylor*
Iowa	*Terry Eicher*
Kansas	*Sharon Miklos*
Louisiana	*Ernest Cormier*
Maine	*Johnathan Hezakiah Williams*
Maryland	*John Kutz*
Massachusetts	*Cheryl Gorey*
Michigan	*Charlotte Versagi*
Minnesota	*Joanie Holst*
Mississippi	*Jaye Smith*
Missouri	*Esteban A. Ruvalcaba*
Nebraska	*Daniel T. Higgins*
Nevada	*Michele D. Bautista*
New Hampshire	*Judith Harrington*
New Jersey	*Virginia Petrucci*
New York	*Anthony Siacotos*
North Carolina	*MK Knollmeyer*
North Dakota	*Michelle Leingang*
Ohio	*Barbara J. Richison*
Oregon	*Tina Rea*
Pennsylvania	*John Natale*
Rhode Island	*Jane Allard*
South Carolina	*Sandi Russ*
Utah	*Roger Olbrot*
Vermont	*Jennifer Smith*
Virginia	*Shirley Kirkwood*
Washington	*Sylvia Burns*
West Virginia	*Faye Jones*
Wisconsin	*Amy Remillard*
Wyoming	*Sharon LaGrant*

Note: Unlisted states did not nominate a winner.

2002 National Awards

President's Award	*E. Houston LeBrun (WA)*
Distinguished Service Award	*Jan Schwartz (AZ)*
Humanitarian Award	*JoAnn M. Fekany (FL)*
National Meritorious Award	*Chris Voltarel (CA)*
Outstanding Government Relations Activist Award	*John Fred Spack (OH)*
Outstanding Committee Chair	*Diana Kincaid (WA)* *Ethics and Standards Committee*
Outstanding National Committee	*Education Committee* *Diane M. Sater, chair (OH)* *Burns Smith Davis (NE)* *Michelle Ann Minch (WA)* *Claude Salerno (GA)*
Outstanding Government Relations Committee	*Arizona Chapter*
Chapter Growth Award	*New York Chapter*
Outstanding Newsletter	*Julie Adair—Idaho Chapter*
Outstanding Sports Massage Achiever	*Roger Olbrot (UT)*
Outstanding Sports Massage Team	*Vermont Chapter*
Chapter Web Site Award	*Alabama Chapter*

E. Houston LeBrun accepts her President's Award from Carolyn Talley Porter.

Exhibits Marketplace A Sellout In Portland

At the 2002 AMTA National Convention, a record-breaking 123 vendors exhibited at the show. There was constant traffic in the exhibit hall throughout the duration of the convention, with attendees stopping by the many lotion, oil, massage table and chair, publication and product exhibits. The show was a huge financial success for the exhibitors. In fact, 65 percent of the exhibitors purchased booths for the 2003 AMTA National Convention in Richmond, Virginia. If you are interested in exhibiting in Richmond, contact Christina Rompon, media sales and service, at 847-864-0123, ext.113, or via E-mail at: *adsales@ amtamassage.org*.

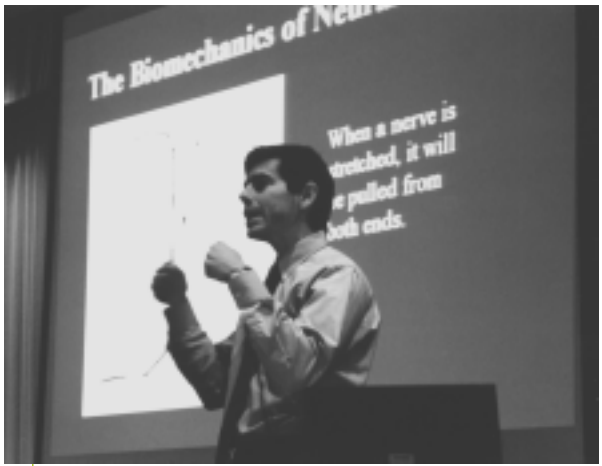
The large exhibit area was a big draw for many convention attendees.

Several awards were given out toward the end of the exhibit, including most creative tabletop display (won by Earthstone Massage Tools), most creative display (won by Ball Dynamics), best new product display (won by STOPAIN Fast) and the exhibit of the year (won by Custom Craftworks).

Congratulations to all the winners. We look forward to wonderful exhibits in 2003!

Jon Schreiber finishes with an expression of gratitude—a bow—after working with an attendee in the "Art of Being Present."

In the Exhibits Marketplace, Shogo Mochizuki demonstrates Japanese hot stone facial massage.



Whitney Lowe presented one of the most popular sessions this year–"Evaluation & Treatment of Nerve Injuries."

What Benefits Have You Received From Your AMTA Membership?

This question gave members something to think about at the AMTA booth in the Exhibits Marketplace. So what are your colleagues saying? How do you compare? Perhaps you identify with some of the responses below.

"Being with a group that cares and is run by veterans who want to help each other and improve the profession."

Marcus-Patrick Padilla (Papa Bear)
Castro Valley, California
Professional Member

"It's a central organization for information about the profession, including research, practice issues and continuing education."

Laurie Fronek
Seattle, Washington
Associate Member

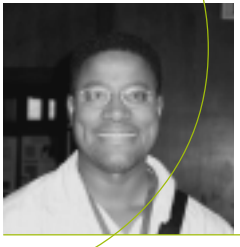
"Legislation. Education. Camaraderie."

Sherry Glover
Austin, Texas
Professional Member

"I enjoy being in an organization that works for its members."

Ed Sansbury
Raleigh, North Carolina
Professional Member

"It's important for me to feel a part of an organization with clear goals and purpose, but that allows me the freedom of self-expression in my practice. This I get from AMTA."



Devery Broddie
Hood River, Oregon
Professional Member

"My experiences at the chapter level have been most rewarding. Having colleagues to trade ideas, information and massages with has been invaluable. Being active at the chapter level has produced several life-long friendships for me as well."

Michelle Desjardins
Manchester, New Hampshire
Professional Member

Legislative Report

Why License?

By Linda Lemire, Law and Legislation Chair of the AMTA-Montana Chapter

Article first appeared in the March 2002 issue of The Light Touch, *the Newsletter of the Montana Chapter of the American Massage Therapy Association.*

- **Public protection provides a reassurance that clientele are receiving massage therapy from an adequately trained therapist.** This opens an opportunity for untrained individuals to define themselves publicly as massage therapists, with no repercussions. An untrained massage therapist could cause physical, psychological or emotional harm to a client.
- **Defines scope of practice (to protect public).** In state regulation, the law protects the therapist's right to use his or her skills in their entirety. A well-written law protects the therapist's right to use these skills as well as related skills. A law defines what is within the scope of practice and what is beyond the scope.
- **Greater credibility.** Licensure promotes greater credibility for massage therapists, as they work with other health-related professionals and promote the integrity of the profession. Massage therapists increase their chances of receiving referrals from other professionals if they are licensed.
- **General public confidence.** The public appreciates the credentialing and ensuring of skills. A license offers public credibility standards, and can raise esteem for the skill of professional massage therapists.
- **Prevention of local government licensing.** State licensure will avoid the current trend of local city and county patchwork regulatory attempts to regulate massage therapy. Local governments can charge high amounts for licensure and often submit massage therapists to demanding requirements, such as fingerprinting and background checks, and then lump the regulation under "adult entertainment."

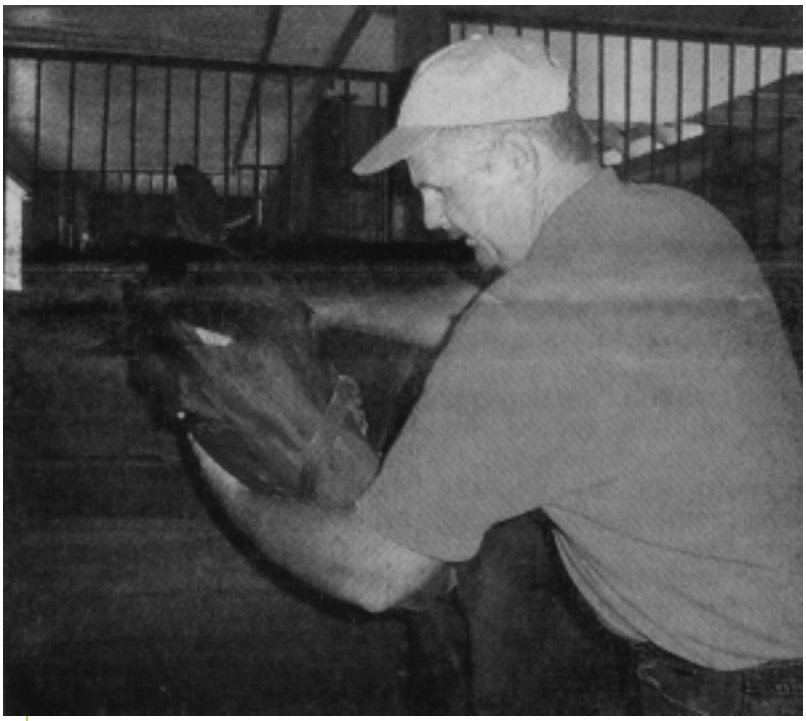
Illinois Licenses Massage

As this issue went to press in early December, Illinois became the 31st state to license massage therapists. The law is effective January 1, 2003. See the next issue of *Hands On* for more details.

fingerprints

Tennessee Member Travels To World Equestrian Games

At the recent 2002 World Games in Spain, Richard Valdez (TN) provided massage to the United States Equestrian Team horses and riders. The team competes every two years at the World Games.



Back on the ranch: Richard Valdez has a successful business doing equine massage in Tennessee.

Valdez spent 17 days abroad (September 4-20, 2002) giving massages to the team's six horses every other day for 30 minutes to an hour each session. The six riders received a table massage for 15 to 25 minutes every day.

The team was competing in endurance racing, which consists of 100-mile rides. Vet checks, where Valdez and other members of the health-care team were working, were set up as cooling areas to check on the condition of the horses.

Back home in Columbia, Tennessee, 70 percent of Valdez's practice is equine massage. Equine massage "is a growing field," he says. "The horses I work with, both at the World Games and in my practice, take to massage fairly well. The horse has to work with me or it's not going to work."

The U.S. team endurance riders (made up of four riders) finished fifth overall out of the 30-some countries that participated at the games.

Member Teaches Self-Treatment Techniques To Ironman Athletes

Julie Donnelly (NY) instructed at two summer Ironman competitions—one in Provo, Utah (early June 2002), and the other in Lake Placid, New York (late July). At the two competitions, she did hands-on work and instructed a combined 200 triathletes on how to self-treat their joint pain, a system she has coined *Julstro*.

"It was wonderful working so closely with these elite athletes and teaching them that massage is the key to their flexibility," comments Donnelly.

Donnelly was discovered by one of the Ironman participants who had great success with Achilles tendinitis after reading her first book, *How To Be Pain-less: A Beginner's Guide to the Self-Treatment of Muscle Spasms*.

Massage School Runs Extensive Volunteer Effort At Marathon

Students, alumni and instructors—203 strong—at the Chicago School of Massage Therapy (CSMT), an AMTA School member, spent a mid-October Sunday offering sports massage to many of the more than 30,000 runners in the 25th annual Chicago Marathon.

The school provided 54 massage tables in the main tent, six tables and four chairs in the hospitality tent, and several more tables and chairs in the medical tents. After the race, runners flooded into the main tent to receive massage, a rush that lasted about five hours.

"It's the most fantastic event we do," says Elizabeth Wheeler, one of the event's coordinators and CSMT's community outreach director. "It really lit a fire under the new students!"

CSMT has had an annual presence at the Chicago Marathon since 1984.

Using two therapists to a runner, here, CSMT alumni Natasha Ross and Cresencio Mojica work with a runner's legs.

quick tips!

Recordkeeping Reminders

Use the following tips to lower your taxes, as well as make the preparation of next year's return a less taxing experience.

- As much as possible, write only business checks out of your business account and personal checks from your personal account.

- Use one of your credit cards only for business expenses. The card does not need to be in the business name. While personal credit card interest is no longer deductible, business credit card interest is 100 percent deductible.

- Your appointment book or calendar is an important part of your tax materials and should be kept with them from year to year. Notations can provide backup information about items, such as telephone expenses, business mileage and business trip expenses.

- Keep a record of every single deposit made to each of your bank accounts. Record all money coming in, whether taxable or not. At the least, note in your checkbook the source of each deposit. Gifts and loans are not taxable, but careful records should be kept if you receive either of them.

Reprinted from "Tips For Better Record Keeping" by Jan Zobel, Massage Therapy Journal, *Summer 1999, Page 92. Zobel is the author of* Minding Her Own Business: The Self-Employed Woman's Guide to Taxes and Recordkeeping, *from which this information is excerpted.*

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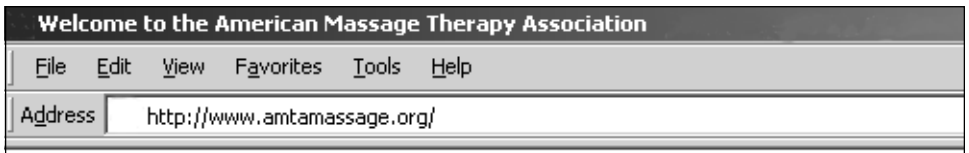

WEB BYTES

How Do Your Viewing Habits Compare?

Use of AMTA's Web site continues to increase each month. How do your viewing habits compare to the average visitor? AMTA shares the following from the last eight months.

Members' Only Section—Monthly Averages For March-Oct. 2002

- *Hits:* 18,010
- *Viewers:* 10,005
- *Most Popular Sections:* Job Network (8,334 hits), Benefits, Catalog, Chapter Center
- *Time Spent Viewing:* 7 minutes, 48 seconds
- *Members Viewing Chapter Officers List:* 273
- *Members Downloading AMTA Logos:* 175

Consumer / Public Section—Monthly Averages For March-Oct. 2002

- *Hits:* 1,161,374
- *Most Popular Sections:* *AMTA's Find a Massage Therapist®* national locator service (13,473 hits), Buyer's Guide (12,645 hits), Massage Information Center (7,818 hits)
- *Time Spent Viewing:* 9 minutes

No more friction. No more biceps! Have you visited the revised members' section of the AMTA Web site? Log on today at: www.amtamassage.org/members/index.php.

Online education is now available on this newly revised site.

Unsolicited Calls To Members

More than 100,000 potential clients use *AMTA's Find a Massage Therapist®* national locator service each year to locate an AMTA Professional member to book a massage appointment. As we've seen, AMTA's active promotion of the service generates public response and brings new clients to members.

The locator service is also a way for AMTA members to find fellow members to whom they can send clients who might be traveling. It's a great benefit of AMTA Professional membership.

AMTA members have expressed a concern with companies that use *AMTA's Find a Massage Therapist®* national locator service to find members' names and telephone numbers to solicit them for their low-fee events. Some members have received such a high volume of unwanted calls that they have contacted the National Office to find some way to stop them.

Unfortunately, just as you have no control over who calls you after you place your telephone number and/or advertisement in a telephone directory, AMTA can't control how people use the locator service. We do, however, post a notice on AMTA's Web site, which requests that users of the locator service not create mailing lists or use your information for commercial purposes. Some businesses haven't respected that policy.

AMTA encourages all members, and others in the profession, to respect each other and not use the locator service to solicit unwanted business.

Volunteers Wanted To Serve At National Level

As members of AMTA, each of you holds a special understanding of the value of massage to our society, and you carry a deep sense of commitment to the massage therapy profession. Many members have experienced the satisfaction of helping to advance the profession and the mission of AMTA by volunteering. AMTA wants *you* to express your dedication to the profession through volunteer service on the National Board of Directors. While offering your expertise, you will also learn valuable leadership and life skills.

Let your commitment to massage be expressed through volunteerism. Request an application packet in writing from:

2003 Commission on Nominations
American Massage Therapy Association
820 Davis Street, Suite 100
Evanston, IL 60201-4464
Fax: 847-864-1178
E-mail: *mlove@amtamassage.org*

The packet includes a candidate application, the nominations and elections policy, job descriptions of all offices, and the AMTA Strategic Plan. Packets will be mailed after January 1. The National Office must receive your completed application by 5 p.m. Central time on March 17.

The offices open for election this year are president-elect, vice president (two positions) and member-at-large (four positions). To be eligible for elected office, you must be an AMTA Professional member. To upgrade from Associate to Professional, contact Member Services at 847-864-0123. Additional requirements may be necessary for eligibility.

For more information, contact Steve Olson (ND), chair of the Commission on Nominations, at 701-232-2010, or via E-mail at: *stevefargo@msn.com*. The 2003 Commissioner of Elections, Jean Middleswarth (NC), can be reached at 336-926-1589, or *jemstone@triad.rr.com*.

NMTAW Sparks Nearly 1,800 Calls And Web Site Searches

October 2002 was a successful month for *AMTA's Find a Massage Therapist*® national locator service, thanks to nationwide media coverage and AMTA's National Massage Therapy Awareness Week™ (NMTAW).

An astounding 450-plus people called the locator service's toll-free number the first two weeks following a feature article on the benefits of massage, published in the October 13 issue of *Parade* magazine. The AMTA Web site saw a jump of approximately 1,000 users of the locator service in the same period compared to the previous month.

Also in October, the National Office received more than 350 calls from Home Depot stores wanting to participate in NMTAW.

AMTA worked with writers at *Parade* for two months before the article appeared. The article included information from the AMTA *2002 Consumer Survey*, announced NMTAW and told readers to use AMTA's locator service to find a qualified AMTA massage therapist. It worked. Our coverage surpassed our goals.

Many callers to the locator service said in the past they had hesitated to see a therapist because they weren't sure how to determine if the person was qualified. Now with *AMTA's Find a Massage Therapist*, they said they would give the toll-free number to friends or refer friends to an AMTA member they contact.

Home Depot stores called the National Office to be part of AMTA chapter-coordinated demonstration massages for Home Depot employees during NMTAW. Some store wellness coordinators pleaded to have massage therapists come to their stores, emphasizing that their employees feel massage is their best stress relief program.

The vast majority of Home Depot stores called well after chapters had finalized their NMTAW events, so they were encouraged to find AMTA Professional members through the locator service. Most store coordinators reported plans to hire AMTA members for onsite massage. Approximately 20 stores had already arranged onsite events with chapters.

Next year, AMTA and Home Depot's Building Better Health Program will emphasize the use of the locator service and paying for massage. The initial goal, to introduce massage to Home Depot employees, has been overwhelmingly successful; these employees are now eager to include massage as part of their wellness activities.

Additional Insureds—A Member Benefit

Additional insureds can be added to your AMTA Professional and General Liability Insurance coverage policy for free. This extension coverage applies when contracts you have with facilities, such as a health club or spa, require you to add them to your AMTA policy as additional insureds. Read your contracts with those institutions carefully.

Additional insureds are not automatically transferred to your new policy at the time of your renewal. You must contact Marsh Affinity Group Services, a service of Seabury & Smith, every time you renew your AMTA membership to add additional insureds to your policy.

If your contract requires listing the facility as an additional insured, contact Marsh Affinity Group Services at 800-503-9230, or at: www.seaburychicago.com.

foundation bulletin

AMTA Portland Convention Research Presentations A Hit

At the request of the AMTA Foundation, Albert Moraska, Ph.D. (Boulder College of Massage Therapy [2002 Research Grant recipient]), Laurie Craig (Atlanta School of Massage) and Tina Ferner (OH), RD (St. Vincent Mercy Medical Center) presented their recent research findings to AMTA Portland convention attendees. They spoke on the topics of massage and tension headaches (Moraska), Parkinson's disease (Craig) and chemotherapy-induced nausea (Ferner). Each presenter also participated in the poster session with 15 other AMTA Foundation research and community service grant recipients. "We were pleased with the enthusiastic response and the standing-room-only attendance, and we look forward to providing another 'Research and the Profession' presentation at the 2003 convention," says AMTA Foundation President John Balletto (RI).

Oakworks Joins Foundation As A Gold Partner

The AMTA Foundation thanks Oakworks for joining its Corporate Giving Program as a Gold Partner, and donating a check to the foundation for $5,000 at the AMTA convention. Oakworks joins other corporations currently supporting the foundation's massage therapy research, community service and scholarship grant programs. For a list of supporters, or to see projects funded by the foundation, visit their new Web site at: www.amtafoundation.org.

AMTA Chapters Show Support Of Foundation

At the Chapter President's Council meeting during the AMTA convention, AMTA chapters again supported the AMTA Foundation's Dollar-Per-Member Campaign, which consists of chapters giving at least $1 per member each year. The 32 AMTA chapters participating in this campaign (chapters found at: www.amtafoundation.org/found_news.html) donated more than $31,000, and are a key component to aiding the foundation's mission.The foundation thanks Dollar-Per-Member Chairpersons Maureen Moon (CO) and Sandi Russ (SC), who took time to call chapter presidents to encourage their participation. Their dedication has led to one of the most successful campaigns in years.

AMTA's MERT Springs To Action In Ohio

The Ohio Chapter of AMTA's Massage Emergency Response Team™ (MERT) was mobilized in response to recovery work following a tornado that struck Ohio's Van Wert County on November 10. The team provided massage services to Red Cross volunteers and other emergency medical services workers in Van Wert from November 15-17.

Calendar

2003

January 21-25
AMTA Council of Schools Annual Meeting
Clearwater Beach, Florida
Contact: 847-864-0123, ext. 150

February 7-9
AMTA Board of Directors Meeting
Chicago, Illinois

March 27-30
New England Regional Conference
Boxborough, Massachusetts
Contact: 401-233-8108

April 11-13
AMTA National Learning Center
Atlanta, Georgia
Contact: 847-864-0123, ext. 143

May 16-17
AMTA Board of Directors Meeting
Teton Village, Wyoming

May 17-20
AMTA 2003 Specialty Retreat
Teton Village, Wyoming
Contact: 847-864-0123, ext. 143

Education Events

Gear Up For Great AMTA Education In 2003

AMTA Learning Pages

The AMTA *2003 Learning Pages* provides an overview of AMTA national events offered in 2003, and a channel to request registration brochures. Brochures for individual upcoming events are *not* sent to every member, so to ensure that you receive registration information, send your brochure request to AMTA. Exciting education offered in 2003 includes the AMTA National Learning Center, offered in Atlanta and Oklahoma City; the Mind, Body, Spirit Retreat in Teton Village, Wyoming; AMTA's Online Education program; and the AMTA 2003 National Convention in Richmond, Virginia. Watch for the AMTA *2003 Learning Pages* insert in the next issue of *Hands On*.

Mind, Body, Spirit Retreat

Plan now to register for this retreat, which is being held May 17-20. Prepare today to get away to a picturesque lodge, nestled at the base of the majestic Grand Teton Mountains in Teton Village, Wyoming. While there, partake in education classes designed to improve self-care for the massage therapist. For registration information, call 847-864-0123, ext. 143. Learn to take good care of yourself so that you can better care for your clients!

AMTA National Learning Center

Are you looking for new skills and the know-how to enhance your practice and increase clientele? Attend an AMTA National Learning Center, and learn valuable new skills from experts in the massage therapy field. Class sizes are limited for the unique opportunity to learn in an intimate setting. The classes offered in Atlanta (mid-April) and Oklahoma City (late June) include the following:

"Energy Work for Trauma" with John Calvi: This course will teach you simple, non-threatening forms of energy work to effect change and relieve stress in those recovering from trauma.

"CranioSacral Therapy and Its Application to Massage Therapy" with Upledger instructor Roy Desjarlais: This course shows you how to develop light-touch palpation skills to effectively integrate CranioSacral℠ Therapy into your practice.

"Thai Massage—Passive Stretches from East to West" with Kay Rynerson: In this introductory course, Rynerson will explain the selling points of Thai massage, with a focus on Thai passive range of motion techniques.

"Spa and Structural Reflexology" with Karen Zaharatos: The opportunity to learn the seven relaxation techniques used in the most exclusive spas around the world will be taught in this course.

To register for these events, or for more information, see the AMTA *2003 Learning Pages* in the March/April issue of *Hands On*. Or, contact the AMTA National Office at 847-864-0123, ext. 143.

Upcoming Deadlines

March 3, 2003 — *May/June 2003 Issue*
May 1, 2003 — *July/August 2003 Issue*

Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

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